

Meeting Date: November 27, 2013

Page 1



1450 Halyard Drive, Suite 6
West Sacramento, CA 95691
www.deltaconservancy.ca.gov

EXECUTIVE OFFICER'S REPORT November 27, 2013

PROGRAM UPDATE

Ecosystem Restoration

Delta Restoration Network: The Delta Restoration Network (DRN) met on September 20, 2013 to develop a better shared understanding of the process to credit habitat projects toward the biological opinions, demonstrate recent efforts in data synthesis and sharing, and discuss development of a restoration framework. Presentations included the Fishery Agency Strategy Team (FAST), EcoAtlas, and Palantir software. The Conservancy worked with the Delta Science Program to develop a draft Restoration Framework, as called for in the Delta Science Plan, which was presented and discussed at the meeting.

At the next meeting—scheduled for November 7, 2013 —the latest draft of the Restoration Framework will be discussed and there will be a presentation on regional conservation strategies.

The habitat tracking system project has begun and the Conservancy is initiating user group meetings with entities involved with restoration in the Delta to solicit input on the enhanced features of EcoAtlas.

Habitat Enhancement of Working Landscapes: The Conservancy is facilitating a workgroup consisting of Resource Conservation Districts in the Delta, Ducks Unlimited, Delta Protection Commission (DPC), The Nature Conservancy, Audubon, and Point Blue Conservation Science. The group is working to define a locally supported habitat enhancement program for the Delta, starting with the development of a framework for the habitat enhancement of working landscapes. This group will meet quarterly to share information and coordinate activities where appropriate.

Channel Margin Habitat Enhancement: The Conservancy is collaborating with Department of Water Resources (DWR), Department of Fish and Wildlife (DFW), U.S. Fish and Wildlife Services (US FWS), and the National Marine Fisheries Service to explore opportunities for channel margin habitat enhancement in the Delta. On November 6 the Conservancy will be hosting a workshop with experts in aquatic ecology to define channel margin habitat characteristics to help inform the design of projects in the Delta.

Delta Arundo Control and Restoration Program: The Conservancy is in the contracting phase with the Delta Levee Program to fund the first phase of this program.

Meeting Date: November 27, 2013

Page 2

Economic Development

Delta Branding and Marketing: The Conservancy and the DPC are launching Phase 1 of the Delta branding effort: brand development. The Commission contracted with a marketing firm to facilitate a community-driven brand development process. Focus groups and stakeholder meetings will soon be scheduled to gather input for developing a Delta brand and tagline that Delta businesses and local governments can use to promote Delta activities and destinations. Brand development, conducted in coordination with the DPC's Delta National Heritage Area (NHA) initiative, will result in a Delta brand that can be used with or without the NHA designation. The Conservancy received funding from the federal Economic Development Administration (EDA) to implement Phases 2 and 3 of the Delta Branding and Marketing effort—marketing plan development and implementation. More specifically, these phases will collaboratively (1) develop and support a tourism infrastructure in the Delta; (2) develop a marketing plan; and (3) implement initial marketing projects as directed by the community. The Conservancy is developing a scope of work and Invitation for Bid to contract with a marketing consultant to guide Phases 2 and 3 of the project.

The Conservancy also received a \$5,000 grant from PG&E in support of the project.

Delta Agricultural Support and Enhancement: The Conservancy is vetting agricultural support projects with key farmers throughout the Delta. Discussions are focusing on a Farmbudsman position for the Delta, the development and implementation of an agricultural infrastructure study, and how best to support agri-tourism. One-on-one conversations are starting the dialogue. Conservancy staff is also exploring the formation of an agricultural task force to provide the Conservancy with a dedicated and consistent forum for discussing agricultural support and enhancement opportunities and projects.

The Conservancy will hear in mid-November if it received a USDA Farm-to-School grant. If funded, the Conservancy will work with local farmers to expand market opportunities in the River Delta Unified School District.

McCormack Williamson Recreation Proposal & Coordination: Conservancy staff is continuing to meet with the University of California Landscape Architecture Program. While there are currently no leads on funding, Conservancy staff and Landscape Architecture faculty are discussing how to integrate the site with the program's curriculum as part of a studio project for junior and senior level students. A number of Landscape Architecture faculty members are eager to be engaged in the development and implementation of a recreation plan for the tract.

Education and Outreach

Delta Dialogues: The Delta Dialogues met in October at Rush Ranch, south of Suisun City; the topic was a multiple intake alternative to Conservation Measure 1 (the twin tunnels) to develop shared understanding of key issues regarding water conveyance through the Delta. Deputy Secretary Jerry Meral was on hand to answer questions and participate in the conversation.

Meeting Date: November 27, 2013**Page 3**

The contract for the Dialogues was extended for time in October. The consultants reduced workforce participation, thereby enabling their ability to continue meeting for a few more months. This additional time allows the Dialogues to maintain momentum while staff continues to seek additional funding for the Delta Dialogues.

To date, staff has contacted 14 private foundations and governmental agencies for Delta Dialogues funding. Three of those contacts resulted in the initial funding, four are pending, and two will be approached again. Staff is seeking \$467,000 in additional funding to complete a 12-month Delta Dialogues process. If accepted, the pending grants could raise more than \$1 million for this project.

The foundations and government agencies approached include: Stephen Bechtel Foundation, James Irvine Foundation, Resources Legacy Fund, Annenberg Foundation, Gordon and Betty Moore Foundation, The Bradley Foundation, Davenport Institute at Pepperdine University, Garfield Foundation, The Rockefeller Foundation, Department of Fish and Wildlife, Department of Water Resources, The Nature Conservancy, Santa Clara Valley Water District, and the Metropolitan Water District of Southern California. Staff plans to contact seven additional organizations, not including researching federal grant opportunities.

Delta Waterway Cleanup: In October, the Conservancy held an initial meeting with the DPC to discuss how the two agencies can partner on future cleanups. We discussed coordinating on outreach, sites, and educational activities. DPC is considering joining the Conservancy in the spring cleanup.

Community Training Program: As part of our Education and Outreach Program, the Conservancy held a “Developing Powerful Grant Proposals Workshop” on October 23-24, 2013 to increase agency and partnership capacity and develop potential partnerships for Delta projects. Nineteen participants from 16 organizations attended the two-day event. The Conservancy partnered with the Nonprofit Resource Center to provide the training.

To support farmers and small businesses, the Conservancy hosted a workshop, “Effective Small Business Marketing: Using Social Media”, on November 1, 2013 in Stockton. Two Delta public relation consultants facilitated a discussion on communicating what a business has to offer and evaluating electronic advertising and promotions. The consultants also offered business owners free 1-on-1 consulting during the third hour of the class. The Conservancy partnered with the Small Business Development Center in Stockton and the Nonprofit Resource Center to provide this training.

CONSERVANCY BUDGET UPDATE

An attached budget update summarizes the budget plan and expenditure for Fiscal Year 2013-14

Meeting Date: November 27, 2013

Page 4

SEPTEMBER 25 BOARD MEETING ACTION ITEMS AND RESPONSES

1. Staff will meet with Counsel and a Department of Finance (DOF) representative and report to the Program and Policy Subcommittee information on the State's budget deliberation process and how Board members can participate in that process.

Response: Staff is expecting to receive a response from the DOF. DOF staff is currently working with the DOF Counsel.

2. Staff will provide budget updates at each meeting.

Response: A budget update will be provided at each Board meeting.

3. Staff will provide the Board with annual updates on projects with multiple year contracts.

Response: An update of projects with multi -year contracts will be provided at appropriate time.

4. Staff will request reimbursement authority for new funds received by the Delta Conservancy.

Response: Staff has requested the additional reimbursement authority for federal grant funds approved at the September Board meeting.

5. Staff will include the request for reimbursement authority for DWR funds for the invasive species control project in the State's budget change proposal.

Response: Upon receipt of the DWR grant, staff will include the request for the reimbursement authority in the 2014-15 BCP process.

6. Staff will provide the Board a breakdown of the projected US Economic Development Administration (EDA) budget allocations for the Delta Marketing Project.

Response: The Conservancy is receiving a \$197,500 grant from the United States Economic Development Administration for Delta branding and marketing. These funds will be used to assist with the following projects:

- Creation of the Delta Marketing Team (DMT) and development of a marketing infrastructure and marketing plan (\$75,000)
- Implementation of the marketing plan:
 - Guidance and support to the new tourism infrastructure (\$25,000)
 - Development and implementation of specific marketing components (\$85,000)
- Grant administration: supplies, travel, and equipment (\$12,500).

Meeting Date: November 27, 2013

Page 5

7. Staff will coordinate with the Bay Delta Conservation Plan (BDCP) staff to better understand outreach strategies for the BDCP.

Response: Staff met with the BDCP staff

8. Staff will invite Senators Wolk and Steinberg to attend future board meetings to keep board informed on water bond activities and other Conservancy funding opportunities.

Response: Meetings are currently being scheduled with Senator Wolk, Senator Steinberg, and staff. Staff will convey the request at the meeting.

9. Staff will invite Assemblymember Rendon to update the board on AB 1331 (water bond).

Response: A meeting is currently being scheduled with Assemblymember Rendon and staff. Staff will convey the request at the meeting.

10. Staff will notify the Board when updates on the Delta Dialogue meetings are available.

Response: Staff will send an email notification after each Delta Dialogues meeting when a summary of materials are available

11. Staff will research and report to the Subcommittee issues related to Delta Dialogues participation and the role of the Conservancy in convening the group, specifically addressing the issue of observers to the process.

Response: Moving forward, no more than two voting members of the Conservancy Board will participate in Delta Dialogue meetings (verbal report to be presented during the Board meeting).

12. Staff will research and report on a possible Roundtable event.

Response: The Conservancy in coordination with the Water Education Foundation (WEF), will conduct a one-day symposium on climate change impacts specific to the Delta. The Climate Change Symposium is tentatively scheduled for February 2014.

13. Staff will research and report to the Subcommittee information about requirements or constraints regarding potential support or opposition to pending legislation.

Response: For a full report, please see the Conservancy's Program and Policy Subcommittee Report, dated October 16, 2013.

Meeting Date: November 27, 2013
Page 6

14. Staff will invite a presentation on the proposed Biggert-Waters Flood Insurance Reform Act and Changes to the National Flood Insurance Program.

Response: A presentation is scheduled at the Conservancy's November Board meeting.

OUTREACH – DELTA MEETING MATRIX

An attached meeting matrix summarizes the most recent events and lists the key dates of future meetings.

Contact Person:

Shakoora Azimi-Gaylon, Assistant Executive Officer
Sacramento-San Joaquin Delta Conservancy
Phone: (916) 375-2086